
Capital Area Transportation Authority

Request for Proposal

Advertising Services Agency

Project # 2012-102

Schedule of Activities

RFP Released.....	May 1, 2012
Written Questions Due to CATA.....	May 8, 2012
Pre-Proposal Meeting.....	Not Scheduled
CATA's Responses Released.....	May 18, 2012
Proposal Due Date.....	June 8, 2012, 2 p.m. E.S.T.
Orals/Interviews (<i>If held</i>).....	June 20, 2012
Tentative Award Date.....	June 29, 2012
Contract Signed.....	July 9, 2012
Contract Start Date.....	July 16, 2012
Kick-off Meeting at CATA.....	TBD

Issued on May 1, 2012

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SECTION I: PROCUREMENT PROCESS

I-A Issuing Office

This Request for Proposal (RFP) is issued by the Capital Area Transportation Authority ("CATA"), 4615 Tranter Street, Lansing, MI 48910.

All communications regarding this project during the procurement process must be addressed to CATA's Procurement and Contracts Manager:

Beverly Anderson
Procurement and Contracts Manager
Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910
Email: banderson@cata.org

I-B Project Management

The person designated to perform as CATA's Project Manager **AFTER AWARD** of the Project is named below:

Laurie Robison
Director of Marketing
Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910
(517) 394-1100
(517) 394-3733 (fax)
Email: lrobison@cata.org

The above-named Project Manager may not be contacted by respondents prior to award. **The only CATA contact permitted during the RFP process is CATA's Procurement and Contracts Officer, named above under Section I-A Issuing Office.**

I-C Project Oversight

Oversight of this Project is the sole responsibility of the CATA Project Manager named above under Section I-B Project Management. The Contractor will be required to work with CATA staff and service agencies as directed by the CATA Project Manager throughout the duration of the Contract. Monthly project updates to the CATA Project Manager will be timely submitted by the Contractor. More frequent updates will be required during peak project periods.

I-D Incurring Costs

CATA is not liable for any costs incurred by any party prior to the signing of a contract with that party and then only upon written authorization by the CATA Project Manager to proceed with a project. The contractor shall be fully responsible for all proposal development and submission costs. CATA does not assume any contractual obligations as a result of the issuance of this RFP, the preparation or submission of a proposal by a Contractor, the evaluation of a proposal, or the selection of any finalists.

I-E Contract Term

The contract award shall be for a one-year period with the option to renew for two (2) two (2) year periods as defined within Section I-F Contract Extension. Activities specified in the CATA RFP/contract must begin no later than **July 16, 2012**, and be completed by **July 15, 2017**. See Section I-F Contract Extension.

I-F Contract Extension

CATA reserves the right to extend the terms of any contract resulting from this RFP for two (2) additional two (2)-year periods. Each such two (2)-year period must be mutually agreed to by both CATA and the Primary Contractor. Requests for extensions are to be submitted in writing and negotiated within a reasonable time period — ideally, at least 60 days prior to contract expiration. CATA also reserves the right to expand or decrease service/use of the contract as conditions require.

I-G Contract Termination

Any contract resulting from this RFP may be terminated for default or convenience in accordance with the Termination clause of CATA's Standard Terms and Conditions (included herein by reference) or if CATA, in its sole discretion, is dissatisfied with the contractor's performance.

I-H Type of Contract

This is a fixed hourly rate contract. Please quote a fixed hourly rate pertaining to each year (one through five).

I-I Questions /Changes to the RFP

Questions from prospective respondents regarding this RFP must be submitted in writing by email to CATA's Procurement and Contracts Manager named above under Section I-A Issuing Office no later than the date and time stated under Schedule of Activities above (see RFP cover). CATA wishes to provide the same information to all interested parties to ensure fairness and impartiality in the procurement process. Therefore, CATA will not respond to telephone inquiries or personal visits. Any changes made to this RFP, in response to written questions or concerns raised by proposers, will be distributed to all firms indicating an interest in this project by the date stated on the above Schedule of Activities page. No additional changes will be made to the RFP after such changes/answers are distributed.

I-J Pre-Proposal Meeting

A pre-proposal meeting is NOT scheduled.

I-K Proposals

To be considered, each respondent must submit a complete response using the format provided herein. No other distribution of proposals is to be made. An official authorized to bind the respondent to the proposal's provisions must sign this proposal in ink. All provisions of the proposal, including costs, must remain valid for a period not to exceed 180 days from the date responses to this RFP are due. Proposals are due by 2 p.m. on June 8, 2012. Please submit five (5) hard copies of the proposal and (2) sets of samples to:

**Beverly Anderson
Procurement and Contracts Manager
Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910**

Late proposals will be disqualified from consideration for award; respondent is solely responsible for timely submission of their proposal. All proposals submitted in response to this RFP will become the property of CATA and will not be returned to the respondent. All proposals, including the cover letter, are limited to 20 pages. This does not include resumes and samples.

Proposals should include the following:

List of Qualifications and Resumes

1. In an effort to streamline costs and demonstrate good stewardship of public funds, and to ensure clarity and accuracy in our communications, CATA's preference is to work directly with agency staff whose unique skills and expertise are to be utilized for various projects, rather than working through an account executive or middleman. **If an account executive must be assigned, the chosen advertising services agency must agree to provide dedicated account executive services at no charge to CATA.** In this event, please provide the name(s) of the account executive(s) and his/her qualifications, including a description of the specific services that the account executive will provide in this role.
2. Describe qualifications for all agency personnel who would be assigned to the CATA account, demonstrating your staff's knowledge and experience. **Respondents should include a resume for each staff member assigned to CATA, briefly detailing the services to be performed by each staff member in accordance with the scope of work defined below under Section II-C Scope of Work.** Please note that there may be peak periods each year when more than one creative designer or copywriter, for example, may be required to accommodate multiple projects and conflicting deadlines. Explain how your agency would handle these occurrences.
3. Oftentimes, the advertising services agency may be asked to produce time-sensitive projects with very little advance notice, such as resizing or creating artwork on a quick turnaround, much of which may be for the same day. Please confirm that skilled agency personnel will be available to meet these demands.

Work Samples for Like Clients

Qualified advertising agencies are invited to respond to this RFP. **CATA is requesting work samples that clearly demonstrate proficiency, creativity, and high-level skills that are represented under Section II-C Scope of Work. Please submit the following advertising campaign/project samples produced by your agency within the past three years for different clients whose projects are similar in scope to those specified below under Section II-C Scope of Work. Please label Work Samples #1-4 individually.**

Work Sample #1

- One client sample representing a complete service awareness/education campaign, including all campaign elements. The idea is to demonstrate expertise in generational communication strategies among a specific age demographic, public service advertising, and product/service adoption. The sample campaign should clearly show:
 - a. Integration and overall quality of storytelling, videography, photography, graphic arts; traditional, social and mobile media; print/electronic newsletter and magazine layout/design, and/or web creative per Section II-A Background (see note).
 - b. Sound marketing fundamentals, strategies, and tactics.

Work Sample #2

- One research-based branding campaign and excerpts from the final brand standards. Sample must adequately demonstrate responding agency's ability to define comprehensive branding solutions, ideally for an organization with multiple product/service sub-brands. Take Coca-Cola, for example, whose product line includes Classic Coke, Diet Coke, Vanilla and Cherry Coke, Sprite, Dasani, Smart Water, Vitamin Water, Powerade and Fuze. Similarly, CATA offers customers a variety of public transportation services, including Spec-Tran, Redi-Ride, Shopping Bus, Spartan Service, Clean Commute Options, Entertainment Express trolley, etc.

Work Sample #3

- One campaign for a millage referendum.

Work Sample #4

- One sample special event campaign featuring the agency's advertising and event-coordination work, demonstrating imaginative and effective event-planning skills.

For each of the above samples, please provide the following project brief (Note: brevity is key):

1. Situation analysis: One to two sentences.
2. Research (if applicable): One paragraph to summarize findings and set stage for how findings were applied to defined objectives, strategies, and tactics.
3. Target audience/market demographics: One concise paragraph.
4. Measurable marketing objectives: One concise paragraph.
5. Strategies and tactics: Please provide bulleted list of key strategies and the most important supporting tactics.
6. Evaluation: Quantifiably show overall campaign effectiveness, i.e., was the desired outcome met/not met? To what extent (in terms of what was being measured)?
7. Total billable hours per project and total project cost to client: e.g., 270 hours @ \$90 per hour, for a total cost of \$24,300.
8. Client references: Please provide the name, title, organization, email address, and telephone number for the project manager for each of the above samples.

Computer Requirements

CATA expects the vendor to have all computer hardware, software, and personnel skills necessary to produce the work listed under II-C: Scope of Work. CATA will not pay any fees associated with translating its current data files into alternate hardware and/or software formats. In addition, should the successful vendor wish to translate CATA data files into new formats, CATA personnel will not dedicate time to review or proofread translated files. **The agency will be responsible for ensuring the accuracy of data file translations and will be required to reimburse CATA for any costs resulting from any data file errors** (i.e., staff time in proofing or reprinting materials).

Disclosure of Agency's Current Clientele

In the spirit of full disclosure, the responding vendor is asked to submit a list of business/company names for all current clients including the percentage of your business represented by each. Note: Successful prior experience with public transportation systems is highly desirable but not necessary.

Hourly Rates and Fees

CATA will pay one flat hourly rate for all work performed including, but not limited to:

- Production – copywriting, proofreading, copy revision, production art (art and copy manipulation), data and material acquisition, etc.
- Creative design – original art and computer design.

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- Research-based strategic advertising campaign planning – plan for increasing ridership, targeting specific demographic groups, service awareness, image issues, etc.
 - Art/talent direction – concept development, oversight of art production, broadcast talent direction, etc.
 - Account management – timeline development and tracking, meetings, budgeting, etc.
 - Delivery and pick-up costs – express mail, standard mail, etc.

Annual advertising services agency billings vary widely, based on annual marketing department planning goals and available financial resources for advertising.

Delivery and Other Costs

All delivery and pick-up costs are to be included in the flat hourly rate. Pre-addressed express mail labels with the agency's billing ID number will be provided to CATA for use in mailing non-electronic materials to the agency. If CATA would incur a long-distance telephone charge when calling the agency, a toll-free telephone number must be available for CATA to use in calling and faxing the agency.

Speculative work is not to be performed in conjunction with this proposal, and CATA will not pay for any speculative work undertaken.

I-L Oral Presentation

Respondents may be required to make oral presentations of their proposals. These presentations provide an opportunity for the respondent to clarify the proposal through mutual discussion. This is not a time to simply review the contents of the proposal but to present to CATA the uniqueness of the respondent's team in meeting the requirements of this RFP. Key personnel proposed to handle CATA should be part of the presentation. CATA further reserves the right to interview the key personnel assigned by the successful respondent to this project and to recommend reassignment of personnel deemed unsatisfactory. If held, the presentations will take place on June 20, 2012, with a maximum of 30 minutes allowed for each presentation followed by 30 minutes for questions and answers.

I-M Selection Criteria

CATA intends to issue a contract to the agency whose proposal best conforms to this solicitation, based on the following seven criteria. CATA may schedule oral presentations with top candidates before the proposal is awarded. If an oral presentation is required, the vendor shall be responsible for all related costs including travel, meals, lodging, etc.

Each proposal will be evaluated against the following criteria, listed in order of importance:

1. Capabilities, skills and qualifications of the agency and key personnel.
2. Work experience of the agency and key personnel (in-house and sub-contracted) to perform the work specified under Section II-C Scope of Work.
3. Quality and relevance of submitted work samples (as specified above under Section I-K Proposals).
4. Evaluation of the information from client references.
5. Analysis of hourly rates. Project development time for the work samples will be evaluated in order to assess typical project costs and efficiency in developing projects.
6. Evaluation of the oral presentation (if conducted).

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7. Attainment by the vendor of CATA's Disadvantaged Business Enterprise goal for this project, as specified under Section III-B Disadvantaged Business Enterprises.

Selection will be based on information provided by the vendor. CATA is not responsible for locating or securing any information that is not identified in the proposal but may do so at its discretion.

I-N Acceptance of Proposal Content

The contents of this RFP, its attachments, and the proposal will become contractual obligations if a contract ensues. Failure of the successful respondent to accept these obligations may result in elimination of the respondent from the selection process.

I-O Economy of Presentation

Each proposal should be prepared simply and economically, providing a straightforward, concise description of the respondent's ability to meet the requirements and objectives of this RFP. Emphasis should be on completeness and clarity of content.

I-P Primary Contractor Responsibilities

The selected contractor (Primary Contractor) will be required to assume responsibility for all services offered in its proposal whether or not the contractor performs them. Further, CATA will consider the selected respondent to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract. If any part of the work is to be subcontracted, the Primary Contractor must provide a complete description of work subcontracted. All subcontracted work to which costs will be passed through to CATA or outside services such as printing, mailing services, or media production contracted on CATA's behalf must comply with CATA's procurement procedures (we require a three-bid minimum). All bidding summary sheets must be attached to subcontractor receipts/invoices and sent to CATA. Any sole-source awards must be documented, and this documentation must be attached to the invoice coming to CATA.

The Primary Contractor is responsible for adherence by the subcontractors to all provisions of the contract. CATA must review and approve in writing all subcontractors. All subcontractors must be included in the initial proposal with descriptions of the firm's qualifications and the qualifications of the key individuals assigned to this project. The Primary Contractor is responsible for any subcontractor's project quality and performance in meeting deadlines. The Primary Contractor should make every effort to include Disadvantaged Business Enterprises in this project.

I-Q Independent Price Determination

By submission of a proposal, the respondent certifies, or, in the case of a joint proposal, each party thereto certifies as to its own organization, that in connection with this proposal:

- The prices in the proposal have been determined independently and without consultation, communication, or agreement for the purpose of restricting competition as to any matter relating to such prices with any other respondent or with any competitor.
- Unless otherwise required by law, the prices that have been quoted in the proposal have not been knowingly disclosed by the respondent prior to award, directly or indirectly, to any other respondent or to any competitor.
- No attempt has been made or will be made by the respondent to induce any other persons or firm to submit or not submit a proposal for the purpose of restricting competition.

- Each person signing the proposal certifies that she/he:
 - Is the person in the respondent's organization responsible for the decision as to the prices being offered in the proposal and has not participated (and will not participate) in any action contrary to the bullets above; or
 - Is not the person within the respondent's organization responsible for the decisions as to the pricing being offered in the proposal, but has been authorized, in writing, to act as an agent for the persons responsible for such a decision and certifying that such persons have not participated (and will not participate) in any action contrary to the bullets above.

I-R Contract Payment Schedule

The Project Manager or designee will provide individual project budgets before any work is authorized by CATA to begin. The advertising agency must keep project costs within that amount unless the Project Manager agrees to a change before costs are incurred. The vendor must list specific CATA designated line items for budgeted advertising projects and activities for each item/service invoiced to CATA. This project and activity list will be provided to the vendor by the Project Manager or designee.

Agency invoices and subcontractor receipts/invoices should clearly show that no markup costs, commissions, or sales taxes were incurred. CATA will not pay markup or taxes on any outside services such as printing, mailing services, or media production and placement obtained by the advertising services agency on CATA's behalf.

Payments will be made on a 30-day payment cycle. The selected vendor will invoice CATA monthly for the work completed in the previous 30 days. CATA will pay for both hours and expenses that occurred within that 30-day period. Allow 30 days for payment from the date the invoice was received and approved by CATA. If the vendor would like CATA to consider another payment plan, that request should be specified in the proposal.

SECTION II: STATEMENT OF WORK

II-A Background

CATA is the regional public transportation provider for the Greater Lansing area. CATA currently provides transit service to the cities of Lansing and East Lansing, the Townships of Lansing, Delhi, and Meridian and Ingham County. CATA operates over 30 fixed-bus routes in the urban area and demand-response services in the rural Ingham area, as well as in Delhi and Meridian townships and the cities of Mason and Williamston. CATA also provides a demand-response service designed to meet the needs of persons with disabilities in the urban area, called Spec-Tran. CATA provided 11.8 million passenger trips in FY11. Approximately 3 million of those rides occurred on MSU campus that year. CATA became the sole operator of transportation services on the campus of Michigan State University (MSU) in August of 1999.

CATA is seeking proposals for an advertising services agency to creatively plan, produce, and place CATA advertising campaigns and to assist with planning and projects for special events. The advertising services agency produces CATA's annual Community Report, direct-mail campaigns, assists with public relations, and supports CATA's creative and advertising needs for miscellaneous projects such as promotional art, meeting presentations, and public displays, etc. Projects are assigned to the vendor on an as-needed basis.

CATA's major advertising goals are to employ a strategic research-based model for Advertising and Marketing planning in an effort to:

- Increase overall ridership and ridership among targeted audiences.
- Increase awareness of and support for CATA services and trip-planning resources.
- Enhance CATA's image among customers, the public, community leaders, businesses and organizations, and legislators to ensure continued support for public transportation services within the Authority's service region.

Note:

Marketing – The CATA marketing services agency is the Primary Contractor for CATA bus service information projects such as print, web-based maps and schedules, information signs, and marketing plan development. These projects are not covered under this contract.

Website – The only website work included in this RFP is the formatting necessary to post advertising or social media ads/notices on the web and planning strategies to use web-based advertising. The CATA website redesign/hosting agency handles all major website design, e-commerce, programming and hosting services for CATA. The marketing services agency handles all web content maintenance work. These projects are not covered under this contract

II-B Objectives

See below.

II-C Scope of Work

Advertising audiences and objectives are largely determined in the spring before each budget year. The advertising services agency will be counted on to develop highly creative and effective knock-your-socks-off campaigns and advertising solutions while staying within budget parameters. Projects will include engaging campaigns that promote ridership, educate and raise awareness; ensure public and state/local funding support. As such, CATA's advertising services agency must offer consultation and expertise in the following areas:

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- Quality project management that ensures deadlines and budget restrictions are reliably adhered to, and timely and accurate submission of project updates and invoicing for services rendered.
 - Strategic research-based advertising/public relations/campaign planning, effectively integrating multi-modal message-delivery channels (traditional, new, digital media);
 - Highly effective and creative conceptualization and development;
 - Comprehensive brand research, development, and implementation;
 - Development and coordination of web-based and broadcast spots and video, including script, talent, studio, and other production aspects;
 - Media buying and placement, and media kit development for news conferences and events;
 - Engaging and compelling print and electronic advertising, art and print production for projects such as decals, interior bus cards, banners and flags, posters, displays, presentations, promotional items, etc., with a keen eye toward usability/end-user experience;
 - Special event and new-service launch planning and production;
 - Layout/design and overall production of CATA's annual Community Report, including photography, customer interviews/testimonials, copywriting, chart production, printing and mailing service oversight, etc.;
 - Production and coordination of direct mail campaigns including creative design, copywriting, route map production, printing, list acquisition and mailing service oversight, etc.;
 - Formatting and reformatting print advertising for various applications; CATA also places identity ads in area newspapers, newsletters, event programs, resource directories, etc.
 - Agency representatives may be asked to join CATA staff in developing specifications for advertising research by outside vendors, participation on project teams, interpreting findings and, if appropriate, modifying advertising strategies based on report recommendations;
 - Outstanding graphic art, layout and design proficiency using Adobe Creative Suite and other standard tools of the trade;
 - Highly creative and compelling content development (copy, videography, and photography) to help CATA tell its story — whether to the public, the media, employees, business leaders, legislators — in a way that grabs audiences and holds their attention, leaving them wanting more (see Andy Goodman's *Storytelling as Best Practice* at agoodmanonline.com);
 - Proofing/editing skills in accordance with *The Associated Press Stylebook* for news releases and *Chicago Manual of Style* for most other copy (in-house standards may apply); and
 - Other advertising projects and assignments as determined by CATA's Project Manager.

The advertising services agency work will be coordinated by the Project Manager. The agency will produce high volumes of work during advertising campaign periods. The advertising services agency must be prepared to dedicate appropriate personnel to produce effective campaigns and materials in a timely fashion.

II-D CATA Responsibility

CATA will provide the following files and materials from past campaigns to the contractor:

- Electronic files of projects assigned to the advertising services agency.
- Hard copy samples of materials included in the scope of this RFP.

II-E Deliverables

Advertising services agency deliverables are outlined under Section II-C Scope of Work.

II-F Proposal Requirements

See Section I-K Proposals.

II-G Cost of Project

Respondents to include with their proposal detailed and complete project cost (See Section I-K Proposals, above). Vendors are to provide one flat rate per hour for all services provided under this contract.

SECTION III: COMPLIANCE REQUIREMENTS

III-A FTA & MDOT Required Clauses

Upon contract award, Primary Contractor will comply with all relevant provisions required by the Federal Transit Administration (“FTA”) and the Michigan Department of Transportation (“MDOT”) including, but not limited to the following:

1. Energy Conservation Requirements
2. Clean Water
3. Lobbying
4. Access to Records and Reports
5. Federal Changes
6. Clean Air
7. No Government Obligation to Third Parties
8. Program Fraud and False or Fraudulent Statements and Related Acts
9. Termination
10. Government Wide Debarment and Suspension (Non-procurement)
11. Civil Rights
12. Disadvantaged Business Enterprises
13. State and Local Requirements

The website address of the Federal Transit Administration is www.fta.dot.gov/index.html

The website address of the Michigan Department of Transportation is www.mdot.state.mi.us

- The Contractor shall furnish to CATA upon request, certificates of compliance with all such laws, rules and regulations.
- The Contractor shall, at its own expense, be responsible for obtaining all necessary permits and licenses required for performance of the Contract.
- All contractual provisions required by FTA as set forth in FTA Circular 4220.1D, are hereby incorporated by reference. The Contractor shall not perform any act, fail to perform any act or refuse to comply with any CATA requests which would cause CATA to be in violation of the FTA terms and conditions.

III-B Disadvantaged Business Enterprises

Disadvantaged Business Enterprises (DBEs) are encouraged to bid on this project. Any applicable DBE firm’s certifications must be included in the proposal. Cost proposals must list the amount and activity of service provided by the DBE firm, as applicable. Information on becoming certified as a DBE is available from the

Michigan Department of Transportation (MDOT) at the following website address:
<http://mdot270.state.mi.us:8080/UCP/HomePageServlet>.

III-C Compliance with Laws

The Primary Contractor shall comply with all federal, state, and municipal laws, ordinances, rules, regulations, and orders, including but not limited to:

1. Motor Carrier Safety Act, 1963 P.A. 181, as amended.
2. Motor Bus Transportation Act, 1982, P.A. 432, as amended.
3. Rules and Regulations of the Department of Transportation may promulgate to accomplish the purpose of P.A. 339 of 1990.
4. Motor Safety Carrier Regulations, being 49 CFR, Parts 387, 390-393, 395-397, and 399 including appendices C, D, E, and G.
5. Drug-Free Workplace Act of 1988.
6. Procedures for Transportation Workplace Drug Testing Progress, 49 CFR 40.
7. Physical Qualification Requirements of 49 CFR 391.41 to 391.49
8. Lobbying Disclosure Act of 1985; must be signed by respondent and included in proposal submittal.
9. Surface Transportation Assistance act of 1982 ("Buy America Act"); must be signed by respondent and included in proposal submittal.
10. Debarment Certification per 49 CFR 29, Appendix C; must be signed by respondent and included in proposal submittal.
11. Non-Discrimination Clause per 49 CFR, Part 26.
12. Prohibition of Discrimination per Michigan Public Act 453, Public Acts of 1976.

Upon request, Primary Contractor shall furnish to CATA certificates of compliance with all such laws, rules, and regulations. The Primary Contractor shall, at its own expense, be responsible for obtaining all necessary permits and licenses required for performance outlined in this RFP. Information regarding the regulations listed above may be obtained from the Federal Motor Carrier Safety Administration at www.fmcsa.dot.gov/rulesregs/fmcsr/fmcsrguide.htm

III-D Ownership

All original documents, calculations, and work product produced by the contractor, whether produced on paper or on electronic media or otherwise in performance of the contract, shall be the property of CATA. The contractor shall have the right to retain a copy of such documents, calculations, and work product. The contractor shall make available to CATA copies of all contractor correspondence, notes, and other papers relating to the work, upon request of CATA. All works of original authorship created in the scope of this contract are "works made for hire," as that term is used in connection with the U.S. Copyright Act. To the extent that by operation of law the contractor retains any intellectual property rights to any work product, the contractor hereby assigns to CATA all right, title, and interest in such work product, including copyrights and patents. The work product produced by the contractor in performance of services under this contract is intended for use by CATA solely for the purpose intended. Any use or reuse of such work product by CATA for any purpose other than its intended purpose shall be at the sole risk of

CATA and without any liability or responsibility of the Primary Contractor. To the extent that the work product produced by the Primary Contractor contains standard design or construction details or other standardized material previously developed in its professional architectural, engineering, and planning practices, then the Primary Contractor shall have the right to reuse any such material on other products for other clients or persons without the prior knowledge or permission of CATA and without the payment of any compensation to CATA, provided that the reuse or continued use of such material contains no CATA-identifying information or confidential information.

III-E News Releases

News releases pertaining to this RFP or the services, study, data, or project to which it relates will not be made without prior written CATA approval and then only in accordance with instructions from CATA's Executive Director and Public Information Officer.

III-F Audit and Inspection of Records

In the case of all negotiated contracts and contracts for construction, reconstruction, or improvement of facilities and equipment which were entered into under other than competitive bidding procedures, the Primary Contractor agrees that the grantee, the Comptroller General of the United States, or any of their duly authorized representative shall, for the purpose of audit and examination, be permitted to inspect all work, materials, payrolls, and other dates, records, and accounts with regard to the project. Further, the Primary Contractor agrees to maintain all required records for at least three years after grantees make final payments and all other pending matters are closed.

III-G Contractual Terms and Conditions

See attached CATA Standard Terms and Conditions for detailed terms and conditions.

APPENDICES

Appendix A: CATA Standard Terms and Conditions

CAPITAL AREA TRANSPORTATION AUTHORITY

NON-CONSTRUCTION STANDARD TERMS AND CONDITIONS OF PROCUREMENT

A. THE FOLLOWING TERMS AND CONDITIONS WILL BE A PART OF THE CONTRACT AWARDED.

1. **CHANGES.** CATA, at any time, by a written order, and without notice to the sureties, may make changes within the general scope of this contract, in (a) drawings, designs or specifications where the supplies to be furnished are specifically manufactured for CATA in accordance therewith; (b) method of shipment or packing; and (c) place of delivery. If any such change causes an increase or decrease in the cost of, or the time required for performance of this contract, whether changed or not changed by such order, an equitable adjustment shall be made by written modification of the contract. Any claim by the Contractor for adjustment under this clause must be asserted within thirty (30) days from the date of receipt by the Contractor of the notification of change; provided that CATA, if it decides that the facts justify the action, may receive and act upon any such claim if asserted prior to dispute concerning a question of fact within the meaning of the clause of this contract entitled "Disputes." However, nothing in this clause shall excuse the Contractor from proceeding with the contract as changed.
2. **TERMINATION FOR DEFAULT.** CATA, by written notice, may terminate the contract awarded on the basis of this proposal, in whole or in part, for failure of the Contractor to perform any of the provisions hereof. In such event, the Contractor shall be liable for damages, including the excess cost of reprocurring similar supplies or services, provided, that if (a) it is determined for any reason that the contract was not in default or, (b) the Contractor's failure to perform is without his control, fault or negligence, the termination shall be deemed to be a termination for convenience under the following Paragraph 3.
3. **TERMINATION FOR CONVENIENCE.** CATA, by written notice, may terminate the contract, awarded on the basis of this proposal, in whole or in part, when it determines it is in the best interest of CATA. If this contract is for supplies and is so terminated, the Contractor shall be compensated in accordance with its auditable cost incurred at the time of notification of termination. To the extent that the contract is for services and is so terminated, CATA shall be liable only for payment in accordance with the payment provisions of the contract for services rendered to the effective date of termination.
4. **ADDITIONAL INFORMATION.** The Contractor shall promptly furnish any additional information requested by CATA relative to the equipment it proposes.
5. **SUPPLIER RESPONSIBILITY.** No advantage shall be taken by the Contractor or its Subcontractor in the omission of any part or detail which goes to make the

equipment complete and operable for use by CATA. In case of any variance, this specification shall overrule Contractor or Subcontractor specifications. The Contractor shall assume responsibility for all materials used whether the same is manufactured by the Contractor or purchased ready made from a source outside Contractor's company. In the case of the replacement of a Subcontractor, the Contractor must, within five (5) working days, notify CATA in writing of the replacement and provide name, address, telephone number, and the type of service.

6. DELIVERY. Service and/or equipment will be delivered to Capital Area Transportation Authority, 4615 Tranter Street, Lansing, Michigan 48910. The Authority will assume custody of all property at one of its other locations, if so directed, in writing by CATA. Invoices shall be furnished with the delivery of each item. CATA reserves the right to inspect all deliveries or services before acceptance.
7. BREACH OF CONTRACT. If the Contractor shall fail, refuse or neglect to comply with the terms of these contract conditions, such failure shall be deemed a total breach of contract and the Contractor shall be subject to legal recourse by CATA, plus costs relating to failure to comply.
8. DISPUTES (AFTER BID AWARD). Except as otherwise provided in the contract, any dispute concerning a question of fact arising under the contract which is not disposed of by Contractor shall be decided by CATA in writing, with a copy mailed or otherwise furnished to the Contractor. The decision of CATA shall be final and conclusive unless within ten (10) days from the date of receipt of such copy, the Contractor mails or otherwise furnishes to CATA a written appeal addressed to the Executive Director for the determination of such appeal, which shall be final and conclusive, unless determined by a court of competent jurisdiction to have been fraudulent or capricious, or arbitrary, or so grossly erroneous as necessarily to imply bad faith, or not supported by substantial evidence. In connection with any appeal proceeding under this clause, the Contractor shall be afforded an opportunity to be heard and to offer evidence in support of its appeal. Pending a final decision of the dispute, the Contractor shall proceed diligently with the performance of the contract and in accordance with CATA's decision.
9. DELIVERY EXTENSION AND DELAYS. CATA reserves the right to extend, postpone or reschedule delivery in case the delivery of service equipment, under this contract, shall be necessarily delayed because of strike, injunction, civil disturbance, government controls, or by reason of any cause or circumstance beyond the control of the Contractor, as detailed in writing by the Contractor, the time of completion or a delivery shall be extended by a number of days to be determined in each instance by CATA.
10. INSTALLATION. If specified, the Contractor shall install and place in operation, subject to approval by CATA, the equipment at the Contractor's expense within thirty (30) days from issuance of a notice to install issued by CATA.
11. INSTALLATION EXTENSION AND DELAYS. CATA reserves the right to extend, postpone, or reschedule installation in case the installation of equipment under this contract shall be necessarily delayed because of strike, injunction, civil

disturbance, government controls, or by reason or cause or circumstances beyond the control of the Contractor. The time of completion or installation shall be extended by a number of days to be determined in each instance by CATA.

12. ASSEMBLY. If required, the Contractor shall assemble the equipment of the installation.
13. ACCESSORIES. The Contractor shall furnish all accessories required to permit CATA to operate the equipment as contemplated by the Authority. Accessories shall be included in the bid price.
14. TRAINING. The Contractor shall properly train CATA personnel in the operation and maintenance of the equipment.
15. SERVICE MANUAL AND WIRING SCHEMATIC. If specified, the Contractor will provide at least one copy of a service manual and at least one copy of a wiring schematic for individual components and other schematics and drawings.
16. WARRANTY. The Contractor shall describe its policy or warranty(s) both on workmanship and material as applying to the equipment, along with the method or adjustment, and shall be further subject to warranty requirements of CATA as set forth in the following Paragraph 17.
17. CATA WARRANTY. The Contractor agrees that the supplies or services furnished under this contract shall be covered by the most favorable warranties the Contractor gives any customer for such equipment and that the rights and remedies provided herein are in addition to and do not limit any rights afforded to CATA by any other clause of this contract. The Contractor shall state the warranty and supply with its bid.
18. INSURANCE. The Contractor shall place and maintain with responsible insurance carriers the following insurance. The Contractor shall deliver to CATA, upon request, certificates of insurance which shall provide thirty (30) days' written notice to be given to CATA in the event of cancellation. Contractor shall require all Subcontractors to maintain adequate insurance coverage.
 - (a) Workers' Compensation and Employer's Liability Insurance.
 - (1) Workers' Compensation in compliance with the applicable state and federal laws.
 - (2) Employer's Liability. Limit \$1,000,000.
 - (b) Commercial General Liability Insurance, including Professional Liability, Blanket contractual, XCU Hazards, Broad Form Property Damage, Completed Operations, and Independent Contractor's Liability, all applicable to Personal Injury, Bodily Injury and Property Damage to a combined single limit of \$1,000,000 each occurrence/claim, subject to a \$2,000,000 annual aggregate for Professional Liability, Completed Operations and Personal Injury other than Bodily Injury.

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- (c) Automobile Liability Insurance, including owned, hired and non-owned automobiles, Bodily Injury and Property Damage, to a combined single limit of \$1,000,000 each occurrence.
19. INDEMNIFICATION. In addition to the protection afforded by any policy of insurance, the Contractor agrees to indemnify and save harmless CATA, the Michigan Department of Transportation ("MDOT"), the Federal Transit Administration ("FTA"), and all officers, agents, and employees thereof:
- (a) From any and all claims by persons, firms, or corporations for labor, materials, supplies, or services provided to the Contractor in connection with the Contractor's performance of the contract; and
- (b) From any and all claims for injuries to or death of any and all persons, for loss of or damage to property, for environmental damage, degradation and response, and cleanup costs, and for attorney fees and related costs arising out of, under, or by reason of the Contractor's negligent performance of the contract.

CATA will not be subject to any obligations or liabilities by Subcontractors of the Contractor or their Subcontractors or any other person not a party to this contract without its specific consent and notwithstanding its concurrence in or approval of the award of any contract or subcontract or the solicitation thereof.

20. ACCEPTANCE OF MATERIAL - NO RELEASE. Unless CATA otherwise agrees in writing, acceptance of any portion of the material prior to final acceptance shall not release the Contractor from liability for faulty workmanship or materials or for failure to fully comply with all of the terms of this contract. CATA reserves the right and shall be at liberty to inspect all materials and workmanship at any time during the manufacturing process, and shall have the right to reject all materials and workmanship which do not conform with the contract requirements and specifications; provided, however, that CATA is under no duty to make such inspection and no inspection so made shall relieve Contractor from any obligation to furnish materials and workmanship in accordance with the contract requirements and specifications.
21. FINAL ACCEPTANCE. Upon final acceptance by CATA of all work to be performed by the Contractor, CATA will so notify the Contractor in writing. The date of final acceptance shall commence the warranty period.
22. LIQUIDATED DAMAGES. If the Contractor fails to deliver the requirements by the date as set forth in the bid documents scheduled for delivery, CATA shall be paid damages for each consecutive calendar day thereafter until the goods are delivered, unless a completion date is extended by CATA in writing. Inasmuch as the amount of such damages will be extremely difficult to ascertain, the Contractor agrees to compensate CATA the sum of \$_____ per day, which sum is hereby agreed upon, fixed and determined by the parties hereto as the liquidated damages that CATA will suffer by reason of said delay and default and not as a penalty; and CATA shall have the right to deduct such sum from any amounts which may otherwise become due under contract.

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23. NO ASSIGNMENT OF CONTRACT. Contractor may not assign or transfer any interest in the contract without the prior written consent of CATA.
24. DEFECTIVE WORKMANSHIP AND MATERIAL. When and as often as CATA determines that the work done or being done under the contract or the kind of quality or materials supplied in connection therewith are not fully and completely in accordance with any requirement of the contract documents, it may give notice of such noncompliance to the Contractor in writing and the Contractor shall immediately upon receipt of such notice do all things required to remedy such noncompliance without additional cost to CATA. If the Contractor fails to comply with such written notice, then CATA, upon written notice to the Contractor, shall deduct the cost of repair, replacement or correction of defective or damaged work from the compensation due or to become due to the Contractor.
25. WAIVER OF BREACH. The waiver by either party hereto or any breach of any provision of this contract by the other party shall not operate or be construed as a waiver of any subsequent breach of the same or any other provision of this contract by either party hereto.
26. OWNERSHIP OF DOCUMENTS. All original documents, calculations, and work product produced by CONTRACTOR, whether produced on paper or electronic media or otherwise in performance of this Agreement, shall be the property of CATA. CONTRACTOR shall have the right to retain a copy of such documents, calculations, and work product. CONTRACTOR shall make available to CATA copies of all CONTRACTOR correspondence, notes, and other papers relating to the work, upon request of CATA. All works of original authorship created in the scope of this Agreement are "works made for hire", as that term is used in connection with the U.S. Copyright Act. To the extent that by operation of law CONTRACTOR retains any intellectual property rights to any work product, CONTRACTOR hereby irrevocably assigns and licenses to CATA all right, title, and interest in such work product, including copyrights and patents, and agrees to execute such assignments and licenses as may be required in the opinion of CATA's legal counsel to confirm this provision. The work product produced by CONTRACTOR in the performance of services under this Agreement is intended for use by CATA solely for the purpose intended. Any use or reuse of such work product by CATA for any purpose other than its intended purpose shall be at the sole risk of CATA and without any liability or responsibility of CONTRACTOR. To the extent that the work product produced by CONTRACTOR contains standard design or construction details or other standardized material previously developed by CONTRACTOR in its professional architectural, engineering, and planning practices, then CONTRACTOR shall have the right to reuse any such material on other projects for other clients or persons without the prior knowledge or permission of CATA and without the payment of any compensation to CATA, provided that the reuse or continued use of such material contains no CATA identifying information or confidential information.

27. EXCUSES FOR FAILURE TO PERFORM OR DELAYS. The Contractor will not be in default by reason of any failure in the performance of this contract, if such failure arises out of causes beyond the control and without the fault or negligence of Contractor. Such causes may include, but are not limited to, acts of God or the public enemy, acts of the government either in its sovereign or contractual capacity, fires, floods, and strikes. But in every case, a failure to perform must be beyond the control and without the fault or negligence of the Contractor or its Subcontractors. An excusable delay will permit the Contractor an extension of time for such reasonable period as may be mutually agreed upon between the parties.
- B. TERMS INCLUDED IN CONTRACTS FUNDED IN WHOLE OR PART BY FTA, MDOT, OR OTHER GOVERNMENTAL AGENCY.
1. NONDISCRIMINATION.
- (a) Compliance with Regulations. Contractor shall comply with Federal Regulations relative to nondiscrimination of the Department of Transportation, Title 49, Code of Federal Regulations, Part 21, and Title 23, Code of Federal Regulations, Part 710.405(b), as they may be amended from time to time (hereinafter referred to as the Regulations), and with Executive Order 11246 titled Equal Employment opportunity, as amended by Executive Order 11375, and as supplemented by Department of Labor Regulation (41 CFR 60) which are herein incorporated by reference and made a part of this contract. Contractor agrees that it will comply with the requirements of U.S. Equal Employment Opportunity Commission, "Regulations to Implement the Equal Employment Provisions of the Americans with Disabilities Act," 29 C.F.R. Part 1630, pertaining to employment of persons with disabilities. In addition, Contractor agrees to comply with any implementing requirements FTA may issue.
- (b) Nondiscrimination. With regard to the work performed by it during this contract, Contractor shall not discriminate on the grounds of race, color, sex, disability, or national origin in the selection and retention of Subcontractors, including procurement of materials and leases of equipment. Contractor shall not participate either directly or indirectly in discrimination prohibited by Section 21.5 and Part 710.405(b) of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.
- (c) In connection with the performance of services under this contract, Contractor agrees to comply with the State of Michigan provisions for "prohibition of discrimination in state contracts" as set forth in Appendix A dated March 19, 1998, a copy of which is attached hereto and made a part hereof.

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- (d) This provision B.1 (a)-(d) will be included in all subcontracts relating to this contract. Further, each contract which Contractor signs with a Subcontractor must include the following assurance:

The Contractor, Subrecipient, or Subcontractor shall not discriminate on the basis of race, color, national origin, creed, disability, or sex in the performance of this contract. The Contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of US DOT-assisted contracts. Failure by the Contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

2. DBE REQUIREMENTS. Contractor will carry out the applicable requirements of the Michigan Department of Transportation's Disadvantaged Business Enterprise ("DBE") program and 49 CFR 26, including, but not limited to those requirements set forth in Appendix B, attached hereto and made a part hereof.
3. CONTINGENT FEES. The Contractor warrants that it has not employed or retained any company or person, other than a bonafide employee working solely for the Contractor, to solicit or secure this contract and that it has not paid or agreed to pay any company or person, other than a bonafide employee working solely for the Contractor, any fee, commission, percentage, brokerage fee, gifts or any other consideration, contingent upon or resulting from the award or making of this contract. For breach or violation of this warranty, CATA shall have the right to annul this contract without liability.
4. RECORDS/AUDITS. The Contractor shall maintain complete and accurate books, documents, papers, accounting records, and other evidence with respect to allowable costs incurred and manpower expended under this contract. All such records shall be maintained on the basis of generally-accepted accounting principles and shall be clearly identified and readily accessible. The Contractor shall provide access during regular business hours to authorized representatives of CATA to such data and records, and the right to inspect and audit all data and records of the Contractor relating to its performance under the contract, and to make transcripts therefrom as necessary to allow inspection of all work data, documents, proceedings, and activities related to this contract for a period of four (4) years from the date of final payment under this contract. In the event of a dispute as to allowable costs or any other issue under this contract, Contractor will thereafter continue to maintain such records until the dispute has been resolved.
5. CONFLICT OF INTEREST. The Contractor certifies that, to the best of its knowledge, no CATA employee or office of any public agency interested in this contract has any pecuniary interest in the business of the Contractor and that no person associated with the Contractor has any interest that would conflict in any manner or degree with the performance of this contract.
6. INTEREST OF MEMBER OF CONGRESS OR DELEGATES TO CONGRESS. No member of Congress or delegates to the Congress of the United States shall

be admitted to any share or part of the contract, or to any benefit arising therefrom. This shall not be construed to prevent any such person from owning stock in a publicly owned corporation.

7. DEBARMENT AND SUSPENSION. Contractor agrees to comply, and assure the compliance by each of its Subcontractors at any tier, with the provisions of Executive Orders Nos. 12549 and 12689, "Debarment and Suspension," 31 U.S.C. § 6101 note, and U.S. DOT regulations on Debarment and Suspension at 49 CFR Part 29. Contractor shall furnish the Certificate of Compliance, as set forth in Appendix C, as a term and condition of the procurement.
8. MDOT AND FTA TERMS. All contractual provisions required by MDOT or mandated by FTA as set forth in FTA Circular 4220.1F, dated November 1, 2008, as amended, are hereby incorporated by reference. Anything to the contrary notwithstanding, all FTA mandated terms or MDOT mandated terms shall be deemed to control in the event of a conflict with other provisions contained in this contract. Contractor shall not perform any act, fail to perform any act, or refuse to comply with any CATA requests which would cause CATA to be in violation of the FTA terms and conditions.
9. COMPLIANCE WITH LAWS. The Contractor shall at all times observe and comply with all laws, ordinances, and regulations of the state, federal, local, and city government which may, in any manner, affect the performance of the contract.
10. AIR POLLUTION LIMITATIONS. All facilities and equipment utilized by Contractor in the performance of this contract shall be designed and equipped to prevent or control air pollution in compliance with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act of 1970. If state or local air pollution regulations are in force, the more restrictive criteria shall govern. The Contractor and any subcontractors or suppliers must submit evidence to CATA that the governing air pollution criteria will be met. Violations shall be reported to the Regional Office of the Environmental Protection Agency.
11. BUY AMERICA PROVISIONS. This procurement is subject to the FTA's Buy America Requirements in 49 CFR 661. *The attached certificate, entitled "Buy America" Provision (Appendix D), must be completed and submitted with the proposal as a term and condition of the procurement. Failure to fill out the certificate completely and return it with the proposal will render your proposal non-responsive.* A waiver from the Buy America Provision may be sought by the bidder if grounds for a waiver exist. Section 165a of the Surface Transportation Act of 1982 permits FTA participation on contracts only if steel and manufactured products used in the contract are produced in the U.S.A.
12. CERTIFICATION REGARDING LOBBYING. This procurement is subject to the Federal Transportation Administration Lobbying requirements. The attached certificate, entitled Certificate Regarding Lobbying (Appendix E), must be signed and returned as a term and condition of the procurement.

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13. PREVAILING WAGE. Contractors must comply with the provisions of the Davis-Bacon Act, 1931 P A 403, as amended, as to payment by the contractor of wages prevailing in the area in which the work is performed.
 14. PROTESTS. Any protests shall be filed timely in accordance with the CATA Procurement Protest Procedures dated July 13, 2007. These Procedures are available from the CATA Purchasing & Contracts Manager and the CATA CEO/Executive Director, at the following address: Capital Area Transportation Authority, 4615 Tranter Street, Lansing, MI 489109.
 15. BID BOND. As security for the acceptance of any construction contract, each bid submitted for award of a construction contract shall be accompanied by a bidder's bond or certified check in the amount of five percent (5%) of the bid drawn payable to the CATA. Such bid deposits of all bidders will be held by CATA until all bids submitted shall have been evaluated, and the bids have either been rejected in whole or in part, or the award of the Contract or Contracts has been made. The bid deposit of the successful bidder will be held until the Contract is duly executed. Bid deposits will be returned to unsuccessful bidder(s) upon award of the Contract. If the successful bidder to whom the Contract has been awarded refuses to execute the Contract within ten (10) calendar days, after Contract award, the amount of its bid deposit shall be forfeited to and retained by CATA as liquidated damages for such neglect or refusal, and ITP may proceed to place the order with another company.
 16. PERFORMANCE & PAYMENT BONDS. The successful bidder on a construction contract shall furnish at its own expense performance and payments bonds. These bonds shall be furnished to CATA within ten (10) calendar days after contract award. Bond requirements are as follows:

A performance bond for construction contracts shall be payable to CATA in the amount of 100 percent (100%) of the full contract amount as a guarantee of good faith on behalf of the Contractor that the Contractor will perform all of its obligations under the contract.

A payment bond shall be payable to CATA in the amount of 100 percent (100%) of the full amount of any construction contract to assure payment as required by law of all persons supplying labor and material in the execution of work provided for in the contract.
 17. Contractor shall at all times comply with all applicable FTA regulations, policies, procedures and directives, including without limitation those listed directly or by reference in the Master Agreement between CATA and FTA, as they may be amended or promulgated from time to time during the term of this contract. Contractor's failure to so comply shall constitute a material breach of this contract.
 18. The Purchaser and Contractor acknowledge and agree that, notwithstanding any concurrence by the Federal Government in or approval of the solicitation or award of the underlying contract, absent the express written consent by the Federal Government, the Federal Government is not a party to this contract and shall not be subject to any obligations or liabilities to the Purchaser, Contractor, or any other party (whether or not a party to that contract) pertaining to any

matter resulting from the underlying contract. The Contractor agrees to include the above clause in each subcontract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clause shall not be modified, except to identify the subcontractor who will be subject to its provisions.

19. (a) The Purchaser and Contractor acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, as amended, 31 U.S.C. § 3801 et seq. and U.S. DOT regulations, "Program Fraud Civil Remedies," 49 C.F.R. Part 31, apply to its actions pertaining to this Project. Upon execution of the underlying contract, the Contractor certifies or affirms the truthfulness and accuracy of any statement it has made, it makes, it may make, or causes to be made, pertaining to the underlying contract or the FTA assisted project for which this contract work is being performed. In addition to other penalties that may be applicable, the Contractor further acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification, the Federal Government reserves the right to impose the penalties of the Program Fraud Civil Remedies Act of 1986 on the Contractor to the extent the Federal Government deems appropriate.
- (b) The Contractor also acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification to the Federal Government under a contract connected with a project that is financed in whole or in part with Federal assistance originally awarded by FTA under the authority of 49 U.S.C. § 5307, the Government reserves the right to impose the penalties of 18 U.S.C. § 1001 and 49 U.S.C. § 5307(n)(1) on the Contractor, to the extent the Federal Government deems appropriate.
- (c) The Contractor agrees to include this Paragraph 19 (a)-(c) in each subcontract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clauses shall not be modified, except to identify the subcontractor who will be subject to the provisions.

C. MISCELLANEOUS.

1. COMPUTATION OF TIME. In computing a period of time prescribed by these conditions, the following rules apply:
- (a) "Day" means days of the week (e.g., Monday through Friday), not business days.
- (b) The day of the act or event after which the designated period of time begins is not included.
- (c) The last day of the period is included, unless it is a Saturday, Sunday, or legal holiday. In that event, the period runs until the end of the next day that is not a Saturday, Sunday or legal holiday.
2. NOTICE. All notices and other communications required under this Contract shall be given in writing, signed by an authorized representative, and be personally

delivered or delivered by overnight courier or certified mail (return receipt requested) to the addresses set forth below:

To CATA: Ms. Sandra L. Draggoo
CEO/Executive Director
Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910

With a copy to: Dan W. Chandler, Esq.
Chandler, Bujold & Chandler, PLC
2855 Coolidge Hwy., Suite 109
Troy, MI 48084

To Contractor: _____

With a copy to: _____

3. JURISDICTION. This Contract will be governed by the internal laws of the State of Michigan without reference to its choice of law rules. Exclusive jurisdiction and venue of any suit, action or claim relating to this contract will be in the Ingham County Circuit Court or the Federal District Court for the Western District of Michigan.

4. This contract constitutes the entire contract between the parties and supersedes all negotiations, commitments, and previous contracts and may be modified only by a further written contract which is executed by a duly authorized officer of each of the parties.

APPENDIX A**PROHIBITION OF DISCRIMINATION IN STATE CONTRACTS**

In connection with the performance of work under this contract, Contractor agrees as follows:

1. In accordance with Act 453, Public Acts of 1976, Contractor hereby agrees not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or as a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, or marital status. Further, in accordance with Act No. 220, Public Acts of 1976 as amended by Act No. 478, Public Acts of 1980, Contractor hereby agrees not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or a matter directly or indirectly related to employment, because of a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. A breach of the above covenants shall be regarded as a material breach of this contract.
2. Contractor hereby agrees that any and all subcontracts to this contract, whereby a portion of the work set forth in this contract is to be performed, shall contain a covenant the same as hereinabove set forth in Section 1 of this Appendix.
3. Contractor will take affirmative action to insure that applicants for employment and employees are treated without regard to their race, color, religion, national origin, age, sex, height, weight, marital status or a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.
4. Contractor will, in all solicitations or advertisements for employees placed by or on behalf of Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, age, sex, height, weight, marital status or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.
5. Contractor or its collective bargaining representative will send to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding, a notice advising the said labor union or workers' representative of the Contractor's commitments under this appendix.
6. Contractor will comply with all relevant published rules, regulations, directives, and orders of the Michigan Civil Rights Commission which may be in effect prior to the taking of bids for any individual state project.
7. Contractor will furnish and file compliance reports within such time and upon such forms as provided by the Michigan Civil Rights Commission, said forms may also elicit information as to the practices, policies, program, and employment statistics of each subcontractor as well as Contractor itself, and said Contractor will permit access to its books, records, and accounts by the Michigan Civil Rights Commission and/or its agent, for purposes of investigation to ascertain compliance with this contract and relevant with rules, regulations, and orders of the Michigan Civil Rights Commission.
8. In the event that the Civil Rights Commission finds, after a hearing held pursuant to its rules, that Contractor has not complied with the contractual obligations under this Agreement, the Civil Rights Commission may, as part of its order based upon such findings, certify said findings to the Administrative Board of the State of Michigan, which Administrative Board may order the cancellation of the contract found to have been violated and/or declare Contractor ineligible for future contracts with the state and its political and civil subdivisions, departments, and officers, and including the governing boards of institutions of higher education, until Contractor complies with said order of the Civil Rights Commission. Notice of said declaration of future ineligibility may be given to any or all of the persons with whom Contractor is declared ineligible to contract as a contracting party in future contracts. In any case before the Civil Rights Commission in which cancellation of an existing contract is a possibility, the contracting agency shall be notified of such possible remedy and shall be given the option by the Civil Rights Commission to participate in such proceedings.

9. Contractor will include, or incorporate by reference, the provisions of the foregoing paragraphs (1) through (8) in every subcontract or purchase order unless exempted by the rules, regulations or orders of the Michigan Civil Rights Commission, and will provide in every subcontract or purchase order that said provisions will be binding upon each subcontractor or seller.

APPENDIX B**ASSURANCES THAT RECIPIENTS AND CONTRACTORS MUST MAKE**
(EXCERPTS FROM US DOT REGULATION 49 CFR § 26.13)

- A. Each financial assistance agreement signed with a DOT operating administration (or a primary recipient) must include the following assurance:

The recipient shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of any US DOT-assisted contract or in the administration of its DBE program or the requirements of 49 CFR Part 26. The recipient shall take all necessary and reasonable steps under 49 CFR Part 26 to ensure nondiscrimination in the award and administration of US DOT-assisted contracts. The recipient's DBE program, as required by 49 CFR Part 26 and as approved by US DOT, is incorporated by reference in this agreement. Implementation of this program is a legal obligation and failure to carry out its terms shall be treated as a violation of this agreement. Upon notification to the recipient of its failure to carry out its approved program, the department may impose sanctions as provided for under Part 26 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001 and/or the Program Fraud Civil Remedies Act of 1986 (31 U.S.C. 3801, et seq.).

- B. Each contract Contractor signs with a subcontractor must include the following assurance:

The contractor, subrecipient, or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of US DOT-assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

POLICY #204**DISADVANTAGED BUSINESS ENTERPRISE POLICY**

The Capital Area Transportation Authority ("CATA") is committed to a policy of non-discrimination in the conduct of its business, including the procurement of goods and services. CATA will take affirmative action to assure maximum practical opportunity for participation of Disadvantaged Business Enterprise ("DBE") in the performance of contracts financed in whole or in part with funds from the United States Department of Transportation, the Federal Transit Administration ("FTA"), the Michigan Department of Transportation ("MDOT"), or other state and federal agencies with DBE programs.

The Executive Director of CATA will annually set an overall goal or goals as a "level playing field" for the amount of DBE participation that can reasonably be expected in the absence of discrimination. This goal will be based on demonstrable evidence of ready, willing, and able DBEs that are available to participate in government assisted contracts. Affirmative action shall be consistent with sound procurement principles and applicable law.


This Policy Statement will be executed by the Executive Director and the Board Chair of CATA, and then circulated to all Department Directors, and Department Managers within the organization and circulated to contracting organizations, the state offices which administer programs, and DBE organizations. The Executive Director will give public notice of DBE goals, how the goals were determined, and contact information for public comment.

CATA's Purchasing Manager shall be the DBE liaison for CATA and will be responsible for administering the program. The DBE liaison will report to the Assistant Executive Director and shall have direct access to the Executive Director, as necessary. The DBE liaison will work with all directors and department managers to insure the effective functioning of CATA's DBE program.

The efforts and results of the entire staff will be reported to the Board through the Development Report of the Executive Director.



Sam Singh, Board Chair



Sandra L. Draggoo, CEO/Executive Director

Adopted: 2/9/84
Amended: 6/27/84
11/14/84
3/15/89
10/19/05

APPENDIX C**CERTIFICATION REGARDING DEBARMENT, SUSPENSION,
INELIGIBILITY AND VOLUNTARY EXCLUSION****INSTRUCTIONS FOR CERTIFICATION**

1. By signing and submitting this proposal, the prospective Participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective Participant knowingly rendered an erroneous certification in addition to other remedies available to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective Participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective Participant learns that its certification was erroneous when submitted or had become erroneous by reason of changed circumstances.
4. The terms "covered transaction", "debarred", "suspended", "ineligible", "primary", "lower tier covered transaction", "participant", "person", "primary covered transaction", "principal", "proposal", and "voluntarily excluded", as used in this clause, have the meaning set out in the Definitions and Coverage sections of rules implementing Executive order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective Participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective Participant further agrees by submitting this proposal that it will include this clause titled "Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion-Lower Tier Covered Transaction", without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A Participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from covered transactions, unless it knows that the certification is erroneous. A Participant may decide the method and frequency by which it determines the eligibility of its principals. Each Participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Nonprocurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a Participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a Participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available

to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

49 CFR 29, Appendix C, includes attached Certification of Primary Participant Regarding Debarment, Suspension, and Other Responsibility Matters

**CERTIFICATION OF PRIMARY PARTICIPANT REGARDING
DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS**

The Primary Participant (applicant for an FTA grant to cooperative agreement or potential contractor for a major third party contract), _____, ("CONTRACTOR"), certifies to the best of its knowledge and belief, that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency;
2. Have not within a three year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes, or commission of embezzlement, theft, forgery, bribery, falsification, or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph 2 above of this Certification; and
4. Have not within a three year period preceding this application/proposal had one or more public transactions (federal, state, or local) terminated for cause or default.

(If the Primary Participant (applicant for an FTA grant, or cooperative agreement, or potential third party contractor) is unable to certify to any of the statements in this Certification, the Participant shall attach an explanation to this Certification).

The Primary Participant (applicant for an FTA grant or cooperative agreement, or potential contractor for a major third party contract), _____, certifies or affirms the truthfulness and accuracy of the contents of the statements submitted on or with this Certification and understands that the provisions of 31 USC §§ 3801, et seq., are applicable thereto.

Date: _____

By: _____

Signature and Title of Authorized Official

The undersigned chief legal counsel for Contractor, _____, hereby certifies that the Contractor has authority under federal, state, and local law to comply with the subject assurances and that the Certification above has been legally made.

Date: _____

By: _____

Signature of Contractor's Attorney

Name, Address, and Phone
Of Contractor's Attorney: _____

Appendix D

"BUY AMERICA" PROVISION

This procurement is subject to the Federal Transit Administration "Buy America" Requirements in 49 CFR Part 661.

The "Buy America" Certificate below **must** be completed and submitted with your bid/proposal. A bid/proposal which does not include the Certificate or where both certificates are signed will be considered non-responsive.

A waiver from the "Buy America" provision may be sought by Capital Area Transportation Authority if grounds for the waiver exist.

In order to qualify as a domestic end-product, the cost of components produced in the United States must be 100% American made.

CERTIFICATE ONE:

BUY AMERICA CERTIFICATE

The bidder hereby certifies that it **WILL** comply with the requirements of section 165(a) of the Surface Transportation Assistance Act of 1982, but it may qualify for an exception to the requirement pursuant to Section 165(b)(2) or (B)(4) of the Surface Transportation Assistance Act and regulations in 49 CFR Part 661.7.

Signature: _____

Title: _____

Date: _____

CERTIFICATE TWO:

BUY AMERICA CERTIFICATE

The bidder hereby certifies that it **CANNOT** comply with the requirements of section 165(a) of the Surface Transportation Assistance Act of 1982, but it may qualify for an exception to the requirement pursuant to Section 165(b)(2) or (B)(4) of the Surface Transportation Assistance Act and regulations in 49 CFR Part 661.7.

Signature: _____

Title: _____

Date: _____

Appendix E
CERTIFICATE REGARDING LOBBYING

CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS
(To be submitted with each bid or offer exceeding \$100,000).

The undersigned Contractor certifies to the best of his or her knowledge and belief that:

1. No federal appropriated funds have been paid or will be paid by or on behalf of the undersigned to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.
2. If any funds other than federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form LLL, Disclosure Form to Report Lobbying, in accordance with its instructions (as amended by "Government Wide Guidance for New Restrictions on Lobbying", 61 Fed. Reg. 1413 (11/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 USC § 1601, et seq.).
3. The undersigned shall require that the language of this Certification be included in the award documents for all sub-awards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This Certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this Certification is a prerequisite for making or entering into this transaction imposed by 31 USC § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required Certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 USC § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required Certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The Contractor _____ certifies or affirms to the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 USC § 3801, et seq., apply to this certification and disclosure, if any.

Signature of Contractor's Authorized Official

Name & Title of Contractor's Authorized Official

Date